

RJ REYNOLDS

TOBACCO COMPANY

*Posted
1/24/97*

January 27, 1997

J. Campbell
Promotional Coordinator

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162603
162623

March Doral Carton Onsert / Mega Outlets (#700047)

The following changes have been made (per M. Morris) in reference to the subject Doral Onsert Promotion:

- Cy's Pharmacy (SIS #397332) has been **DELETED**
to promotion distribution
- Bells #2130/F (SIS #397797) has been **ADDED**
to promotion distribution

A revised promotion distribution list is enclosed. These changes replace changes referenced in correspondence dated 1/22/97. **3 SKUs** of Onserts, Item #521030, will be shipped to Territory 162603 'Ship To' location to handle promotion placement as Territory 162627 will change 2/3/97.

As information, no additional changes can be made to this promotion distribution due to time constraints. If additional changes are required, it will have to be handled between affected Reps.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: S. MacLeod
R. Noonan
K. Jurgensen

51845 5562

HIGH VOLUME OUTLETS**MARCH: DORAL CARTON INSERT/ PROMOTION #700047**

ONSETS (ITEM #521030, PACKED 100/SKU) WILL BE SHIPPED TO RETAIL REPS 2/17/97.

USE ONSET IN CONJUNCTION WITH NORMAL DISCOUNTING.

P.O.S. KITS AND 90-CARTON TEMPORARY DISPLAYS WILL BE SHIPPED TO STORES 2/24/97 AS INDICATED.

P.O.S. Kit (Item #521045) Includes: 1 Header Card, 2 Side Cards & 1 Large Poster.

****NOTES:** Generic Displays (Item #458131) are being shipped to stores as special Promotional Displays were not available in time for 1st Quarter 1997. Advise Judy if you require additional Generic Displays for this promotion.

*****Onsets and P.O.S. Kits will be shipped to Sales Reps if no Retail Rep is listed.**

DO NOT UPDATE ACTIVITY IN POQETS / ROU WILL ENTER ACTIVITY.

SR TERR	RR TERR	SIS #	FULL NAME	ADDRESS	CITY	STATE	#Onsets (521030 @ 100/SKU) to R/Rep	#P.O.S. Kits (521045 @ 1/SKU) to R/Rep	Displays (458131 @ 1/SKU) To Store
162601	162626	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	3	1	2
162601	162626	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	3	1	2
162601	162626	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	3	1	1
162601	162626	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	3	1	1
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	3	1	1
162602	162622	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	3	1	2
162602	162622	526968	THE REZ/INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	3	1	2
162602	162622	598116	T.P. DELI & FUEL	837 BLOOMINGDALE RD	BASOM	NY	3	1	1
162603	162627	397797	BELL'S #2130/F	121 N.CENTER ST	PERRY	NY	3	1	1
162606	162623	634478	SENECA ONE STOP #050	RTS. 5 & 20	IRVING	NY	5	2	1
162606	162628	349605	SENECA ONE STOP #070	5402 W SHORE RD	CUBA	NY	5	2	1
162606	162628	035972	SENECA ONE STOP #010	BROAD ST.	SALAMANCA	NY	5	2	1
162606	162623	509388	ROSEINE'S	1832 BUSH RD	GOWANDA	NY	4	1	1
162606	162623	521674	OMNI ENTERPRISES II	11326 FARNHAM RD	IRVING	NY	3	1	1
162606	162628	480762	BEARCLAW TRADING PST	RT. 280	STEAMBURG	NY	3	1	1
162606	162623	128513	SENECA HAWK TOBACCO	PROJECT	IRVING	NY	3	1	1
162606	162628	368567	KEN'S SMOKESHOP	2001 ROUTE 219	LIMESTONE	NY	3	1	1
162606	162628	675068	RICHARDS SMOKESHOP	W PERIMETER ROAD	STEAMBURG	NY	3	1	1
162606	162623	536774	JR'S SMOKESHOP	RT. 5 & LAKESHORE RD	IRVING	NY	3	1	2
162606	162623	440187	TRIPLE J TOBACCO	RT. 5 & MILESTRIP	IRVING	NY	3	1	1
162606	162628	673510	OIL SPRINGS CORNERS	W SHORE ROAD	CUBA	NY	3	1	1
162606	162623	263886	DARREN'S BEARCLAW	11048 S.WESTERN BLVD	IRVING	NY	3	1	1

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* Inserts will be shipped to Territory 162603 as Assign 162627 becomes vacant on 2/3/97.